

Operating Margin (Percent) for Online Marketplaces, 2013-2019
Epic Games, Inc. v. Apple Inc., Case No. 4:20-cv-05640-YGR-TSH (N.D. Cal.)
Summary Pursuant to Federal Rule of Evidence 1006

Marketplace	2013	2014	2015	2016	2017	2018	2019	Median (across years)
Apple App Store								
eBay	29.7%	28.2%	25.6%	25.0%	22.8%	20.7%	21.5%	25.0%
Etsy	0.6%	-3.2%	-0.7%	4.8%	2.7%	12.4%	10.8%	2.7%
Alibaba (Core Commerce Segment)	NR	49.2%	47.4%	50.5%	44.3%	29.9%	29.4%	45.8%
MercadoLibre	32.5%	21.6%	21.4%	21.4%	11.7%	-4.8%	-6.7%	21.4%
Rakuten	15.1%	17.5%	16.6%	8.1%	13.3%	14.3%	10.1%	14.3%
Median (across firms excluding Apple)	22.4%	21.6%	21.4%	21.4%	13.3%	14.3%	10.8%	21.4%

Notes: NR denotes not reported. The estimated operating margins are for fiscal years as defined for each company. In this table, fiscal years are assigned to the calendar year that includes the majority of the fiscal year. *E.g.*, Alibaba's fiscal years end on March 31, so its FY 2015 (April 1, 2014 to March 31, 2015) is reported in the column for 2014 above, since most of the fiscal year occurs in calendar year 2014. This affects only Apple (fiscal years end September 30) and Alibaba (fiscal years end March 31). The other companies have fiscal years that end on December 31.

Sources: U.S. SEC Filings for years ended 2012-2020; Rakuten Financial Results Supplementary Material Appendices for years ended 2015-2019; PX602 (APL-APPSTORE_08883133); PX608 (APL-APPSTORE_10176241); PX610 (APL-APPSTORE_04685286); PX2302 (APL-APPSTORE_10166361); PX2887 (Opening Expert Report of Ned S. Barnes, CPA, February 16, 2021).

Description: The table above reports the profit margins reported by Ned S. Barnes, CPA, for five large publicly traded stores that operate primarily as online marketplaces for which there were sufficient data to make profit comparisons, as well as the Apple App Store. The operating margin percentage is calculated as operating profit divided by revenue.

See Evans Opening Report Section VI.C for more detail.